

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .HOEKSTRA FOR SENATE

Product HOEKSTRA FOR U.S.

Estimate#

Buyer LIZ BRADENDER

Phone#

Fax#

Agency () BRABENDER COX

1218 GRANDVEIW AVE, 1ST FLOOR

PTTSBURGH, PA 15211

Agency C/P1/P2/E

Flight Dates 10/22/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SENATE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	11P-1135P	NEWS	:30	\$900.00	10/23-10/26	4	1	4	\$3,600.00	
	2	TU-TH	6A-7A	NEWS	:30	\$400.00	10/23-10/25	3	1	3	\$1,200.00	
	3	M-TU	6A-7A	NEWS	:30	\$400.00	10/22-10/23	2	1	2	\$800.00	
	4	W-F	7A-9A	TODAY SHOW	:30	\$650.00	10/24-10/26	3	1	3	\$1,950.00	
	5	TU-TH	12P-1P	NEWS	:30	\$225.00	10/23-10/25	3	1	3	\$675.00	
	6	M-TU	12P-1P	NEWS	:30	\$225.00	10/29-10/30	2	1	2	\$450.00	
	7	TU-F	5P-530P	NEWS	:30	\$675.00	10/23-10/26	4	1	4	\$2,700.00	
	8	TU	5P-530P	NEWS	:30	\$675.00	10/23-10/23	1	1	1	\$675.00	
	9	M,W,F	530P-6P	NEWS	:30	\$675.00	10/22-10/26	3	1	3	\$2,025.00	
	10	M	530P-6P	NEWS	:30	\$675.00	10/29-10/29	1	1	1	\$675.00	
	11	M-TU,TH-F	6P-630P	NEWS	:30	\$1,125.00	10/22-10/26	4	1	4	\$4,500.00	
	12	TU	6P-630P	NEWS	:30	\$1,125.00	10/30-10/30	1	1	1	\$1,125.00	
	13	TU-W,F	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/23-10/26	3	1	3	\$900.00	

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	14	M	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	15	SA	6P-630P	NEWS	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
	16	SA	9P-10P	ENCORE	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	17	SU	7A-8A	NEWS	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
	18	SU	6P-7P	NEWS	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	19	M-TU	7A-9A	TODAY SHOW	:30	\$650.00	10/29-10/30	2	1	2	\$1,300.00	
	20	M-TU	11P-1135P	NEWS	:30	\$900.00	10/29-10/30	1	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 42 / \$25,525.00

---SALES MONTHLY TOTALS---

Oct 12: 34 / \$20,775.00

Nov 12: 8 / \$4,750.00

Sales Totals: 42 / \$25,525.00

Station Totals: 42 / \$25,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$25,525	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null

Demos RA35+

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Product	HOEKSTRA FOR U.S.		PTTSBURGH, PA 15211	Salesperson	() IAN AMBRON
Estimate#		Agency C/P1/P2/E			
Buyer	LIZ BRADENDER	Flight Dates	10/22/2012 - 10/30/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE